

Public Involvement

A Tool For Balancing

Local and Statewide Transportation Priorities



Frances Bisby and Sharon Lipscomb
January 7, 2013

AGENDA

Part I – The Journey

Driver: Frances Bisby
Transportation Planning Branch



1. A Public Involvement Journey

- Project Background
- Strategic Public Engagement

2. The Exercise

- Materials and Event
- Outcomes

3. Lessons Learned

- Planning with Partners
- Audience
- Title VI Preparation Required

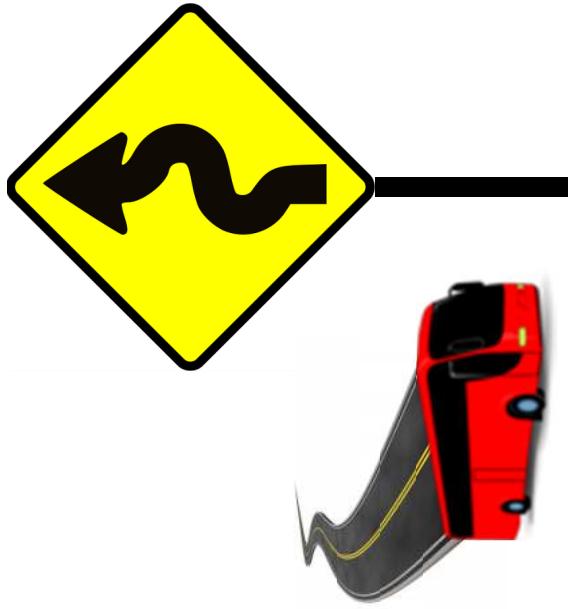
AGENDA

Part II - Meeting Title VI Requirements for Public Involvement

Driver: Sharon Lipscomb

Administration and Business Development

Office of Civil Rights, External Services Manager



- 1. Title VI of the Civil Rights Act of 1964**
- 2. Objectives of Environmental Justice (EJ)**
- 3. Meaningful Public Involvement**
- 4. Safeguarding Title VI and EJ Requirements**

Title VI Program Coverage

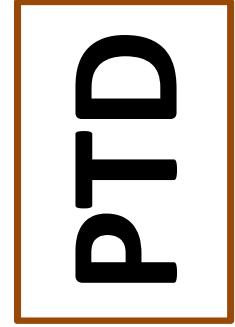
- Race, Color, National Origin (Title VI)
- Sex (Federal-aid Highway Act of 1973)
- Disability (Section 504 of the Rehabilitation of 1973)
- Age (Age Discrimination Act of 1975)
- EO 12898 (Minority/Low-income)
- EO 13166 (Limited English Proficiency)

Administrative and Legal Authorities

- Title VI of the Civil Rights Act of 1964
- Civil Rights Restoration Act of 1987
- Executive Orders 12898 and 13166
- USDOT Order 5610.2
- **FTA Circular 4702.1B (Title VI)**
- **FTA Circular 4703.1 (EJ)**

Title VI Program Requirements

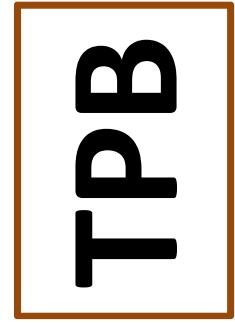
- Document and Dissemination
- Sub-recipients and Contractors
- Program Monitoring and Reporting
- Title VI Coordinator
 - Training
 - Discrimination Complaints
 - Compliance Review Process
 - Sanctions for Noncompliance
 - ADA/Section 504
- Limited English Proficiency
- Environmental Justice
- Public Involvement and Outreach
- Data Collection



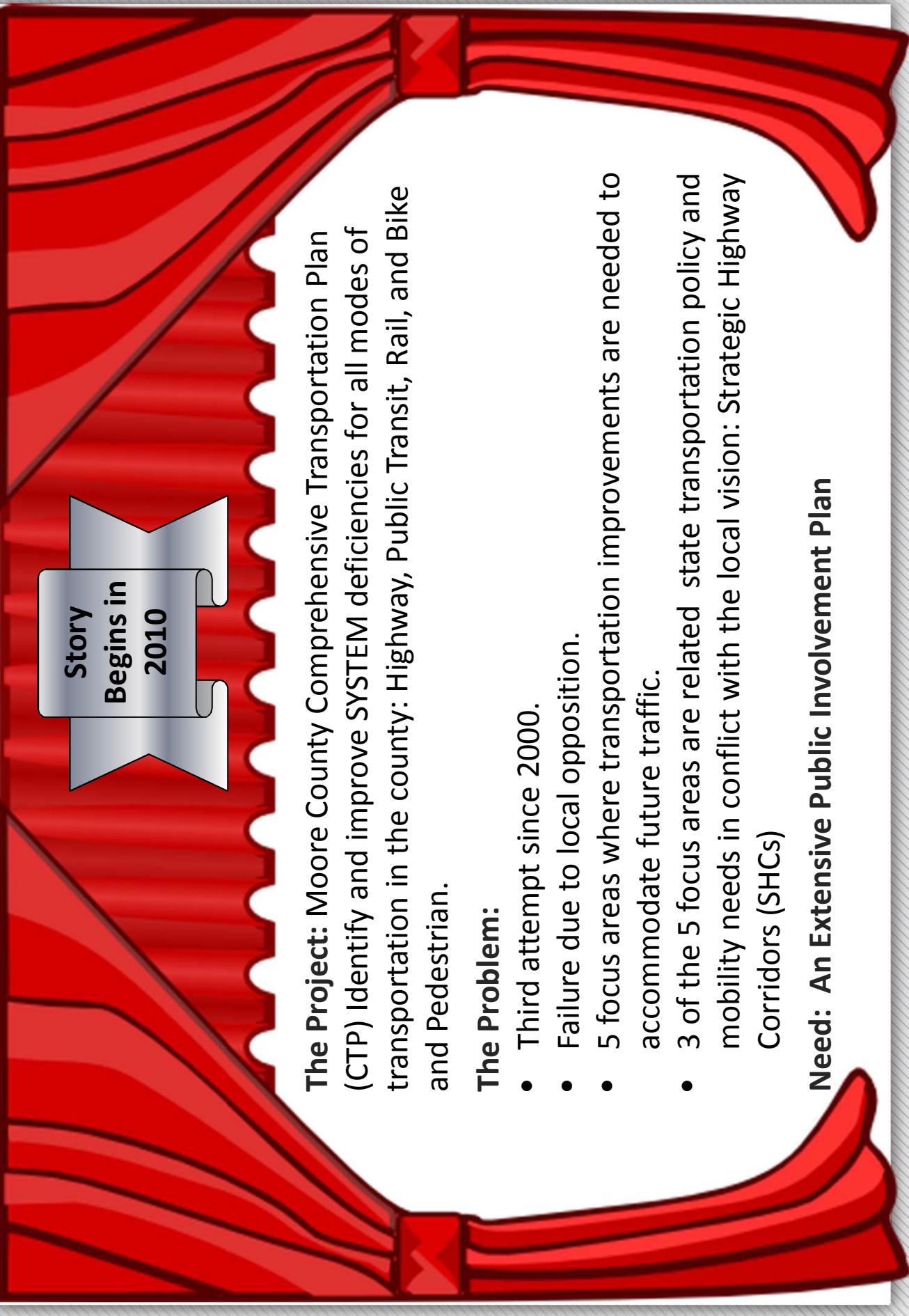
What We Have In Common



1. Develop locally coordinated, long-range plans that consider existing and future needs.
2. Objective and tasks in plan development:
 - ✓ Develop and improve mode choice.
 - ✓ Improve connectivity between transportation services.
 - ✓ Requires assessment of an area's transportation/mobility needs.
 - ✓ Requires public engagement process.
 - ✓ Requires meaningful opportunity for all sectors of the general public to participate.
 - ✓ Additional outreach efforts for target populations including, but not limited to: *minority, low income, LEP, disabled, and elderly.*
3. WE NEED TO FIND BETTER WAYS TO ENGAGE THE PUBLIC IN THE PLANNING PROCESS.



The Journey – The Project



Story
Begins in
2010

The Project: Moore County Comprehensive Transportation Plan (CTP) Identify and improve SYSTEM deficiencies for all modes of transportation in the county: Highway, Public Transit, Rail, and Bike and Pedestrian.

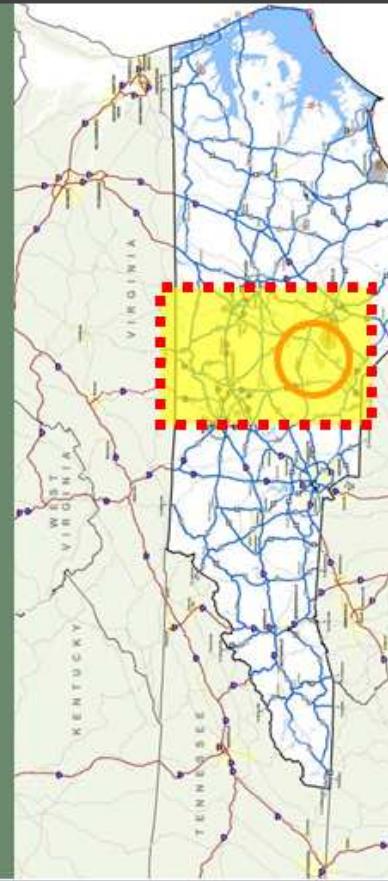
The Problem:

- Third attempt since 2000.
- Failure due to local opposition.
- 5 focus areas where transportation improvements are needed to accommodate future traffic.
- 3 of the 5 focus areas are related state transportation policy and mobility needs in conflict with the local vision: Strategic Highway Corridors (SHCs)

Need: An Extensive Public Involvement Plan

The Journey - Background

Where is Moore County?



SOLUTIONS NEED TO BE REASONALBE TO BE
SUCCESSFUL IN THE NEPA PROCESS.

Moore County is Located Approximately 70 Miles from Raleigh via US 1 – South.

Objective: Gain Community Consensus On Five Focus Area Decisions

Focus Area 1 and 2 – NC 24-87, SHC, Small Rural Communities that built up around the corridor. SHC calls for an Expressway (4-lane median divided).

The map illustrates the road network in Moore County, North Carolina, with several key routes labeled:

- Cameron**: Located in the northern part of the county.
- Carthage**: Located in the central part of the county.
- West End**: Located in the southern part of the county.
- Western Connector**: A route connecting the Western part of the county to the rest.
- US 1**: A major north-south highway running through the county.
- Highway #77**: A state highway running diagonally across the county.
- Highways 22, 5, 73, 271, 13, 15-501, 24/27, 705, and 115**: Various state and local roads.
- Intersections marked with orange stars**: Indicate specific locations where major routes intersect.

Focus Area 3 – US 1 Near Pinehurst, Southern Pines and Aberdeen. SHCs for Freeway. (Closed Access)

Focus Area 4 – A new or improved route to connect western communities to amenities in the east.

Focus Area 5 – How to fit 4 significant highway improvements within the context of the West End Community.

The Journey – Moore County CTP

Preservation of Local Character.



Mounting congestion on local roadways.



US 1 Corridor



Small Communities Impacted by Growth



Cultural and Environmental Resources



Public Safety



Community Vision.



Lessons Learned From Past Public Involvement

- Not enough public notice – time and coverage
- Meeting Times Met with Complaint
- Specific Groups with Agendas
- Emotions Are Running High
- Everyone is Frustrated Due to Lack of Progress

Over All -- Has Not Been Effective

We Need To Go
To The Next Level.....
We Need a PIP

- Enlisted NCDOT's Communications Office and Human Environment Unit to Develop a Plan
- Electronic Media
 - New website with interactive social media opportunities
 - Includes video, simple public education, links, maps
 - Posted meeting dates - all inclusive
<http://moorechoicesgroup.com/>
- Printed Media
 - Planned Releases
 - Published Meeting Dates
 - Charlotte Coverage
 - Pilot, Fayetteville Observer, articles leading events

8

The New PIP Continued....

- Possible TV and Radio Spots
- Consultant Specializing in Public Involvement Hired
- Charrette Activity Developed to Address Lessons Learned
- Address Public Frustration with Delivery of Charrettes
 - Charrette Schedule Condensed to One Week
 - Number of Meetings still in negotiation (6-8 large scale are possible)
 - Looking at October (schedule under consideration)

9

Where We Were in the Process:

- Kick-off Meeting
- Steering Committee Formed and Informed
- Steering Committee Exercise to Find Solutions



Steering Committee Members Not Comfortable Making Decisions Without Constituent Consensus .

Charrette Plan

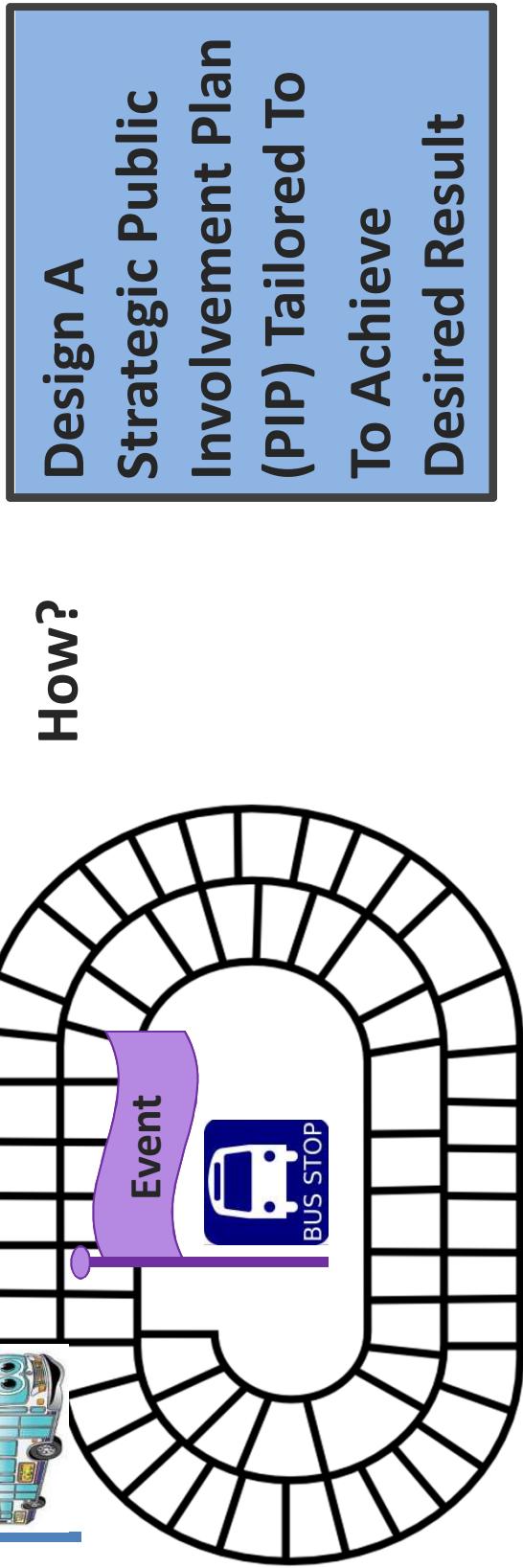
A Game Just For Moore County:

Strings and Ribbons

Public involvement strategy recommended by AASHTO, the US Department of Transportation and the Federal Highway Administration as an effective public involvement strategy for long-range transportation planning.

10

Biggest Challenge – Choosing A Project Approach To Keep the CTP On Track.



Needed To Determine the Purpose of the Project PIP:

- Inform the Public
- Engage the Public in the Decision Making Process
- Collect Data: Opinion, Demographic, Assess Current Conditions
- Reach as many residents as possible

— **PROVIDE AND MAINTAIN A CONSISTENT MESSAGE**

WHAT IS STRINGS AND RIBBONS?

- Created by Dr. Lisa Beever, Charlotte County MPO
 - Originally developed to explain and promote involvement in the TIP
 - Adapted by the Volusia County MPO for developing the 2025 LRTP
- <http://environmentaltransportation.org/environmental-issues/strings-ribbons-presentation-TIP-2025.pdf>



Materials Required

GAME PIECES

- Small calculator
- Ribbons (different colors)
- Yarn (different colors)
- Ruler



- Play money
- Scissors
- Scotch tape

PRICE SHEET

| Budget & Reserve Cost Chart | |
|--|--|
| Base Case | \$100,000 per mile |
| Bridges | \$150 million |
| Lane Mile of Hwy | ~\$7.5 million (expansion or construction) |
| Pedestrian Bridge | ~\$3 million/per overpass |
| Traffic Signal | ~\$150,000/each |
| Other—items not listed (cost estimate to be determined by facilitator) | |
| Reserve | \$100,000/mile |
| Insurance | \$100,000/mile |
| Scouting | \$100,000/mile |
| Other | \$100,000/mile |

Starting Point:

A Generic Planning Exercise **Strings and Ribbons**

New Team Members:

- Communications Department
- ❖ <http://www.ncdot.gov/projects/morechoices/>
- NCDOT, Human Environment Section
- Feasibility Unit
- Private Consultant to Assist with Exercise and the Expectation of a Large Crowd.

Strategic Objective:

- Modify the exercise to model “How Engineering Decisions Are Really Made.”
- Include NEPA process.
- Engage the public and encourage ownership of the planning process.
- Collect Data about resident preferences and priorities.
- Pilot demographics assessment of participants



Moore County Charrette:

Exercise Tailored to Focus Areas and Solving Moore County Transportation Problems

8 Separate Events (1 Beta – Not Open to the Public Special Audience/Training in Carthage)

4 Days – November 1-4, 2011

2 Follow Ups Pertaining to Title VI Population

39 NCDOT and Local Planning Staff Facilitators:

Office of Civil Rights, H. E. Section, TPB, Triangle Area RPO, municipal and county planners.

Participants: 479 Unique and 663 Total

We Need Your Help

Finding the solutions to the following problems...

- Public Safety
- Local and regional congestion
- Statewide mobility
- Local concerns

Gave the Public An Important Role
In Solving the Problem.

Statewide Consistencies



Explained Why It Was Important

Strings & Ribbons

Answers to some questions

- Why?—why is a comprehensive plan needed?
- Who?—who will be making these decisions?
- What?—what are the transportation needs?
- When?—when will we know what is to be constructed?
- How?—how can you influence the process?

Answered Questions Driving Public
Concern.

Strings & Ribbons

• Welcome to Strings & Ribbons

- This game was designed as a fun way for residents to help transportation planners determine the transportation priorities for your County.
- The game is an effective tool for residents to work with their neighbors and friends to communicate what are their transportation needs and what elements are important for planners to consider as they develop recommendations for the Comprehensive

Provided An Activity To Receive
Input

US 24-87 Map

Object: Solve the Transportation Problems Considering Environmental and Budgetary Constraints.

Western Connector Map

Moore County
Western Connector
and West End
10/19/2011

Legend

- County
- Croplands
- Forests
- Homes
- Schools
- Artsite
- Recreational/Industrialsites
- Historic Building
- Private Utility Infrastructure
- Cooperative Utility Areas
- Service Areas
- Historic Districts
- Local Control Areas
- Urban Growth Areas
- Surrounding Nature Reserve Areas
- Land Protected by Private Areas Land Trust
- Protected Densities
- Protected Areas with Population
- Industrial Production
- Industrial
- Crater Lake State Park/Reservoir
- Carolina Beach State Park/Campground
- State Parks
- National Parks
- Prairie/Prairie Valleys

Western Connector Map

A detailed map of Moore County, NC, focusing on the Western Connector and West End areas. The map uses a color-coded system to represent different land use categories, including croplands, forests, and various types of developments. It also shows the locations of historic buildings, local control areas, and protected lands. A large orange box on the left side highlights the "Western Connector" area. A legend at the top provides a key for these symbols.

Budget and Funding

US 1 Map

The image is a composite of several elements. At the top, there's a grid of small US dollar bills. Below it is a large, tilted US dollar bill featuring George Washington's portrait. The bill is oriented diagonally from the bottom left towards the top right. The background is a map of a river system with various land parcels outlined in green and yellow. Numerous small purple dots are scattered across the map and the surrounding pink area. The word "Funding" is written vertically along the left edge of the large dollar bill.

Calculation and Comment Sheets, Surveys, and PI Forms

16



Participants Funding Transportation Projects of Choice

Staff Gained New Perspective and Learned About Team!

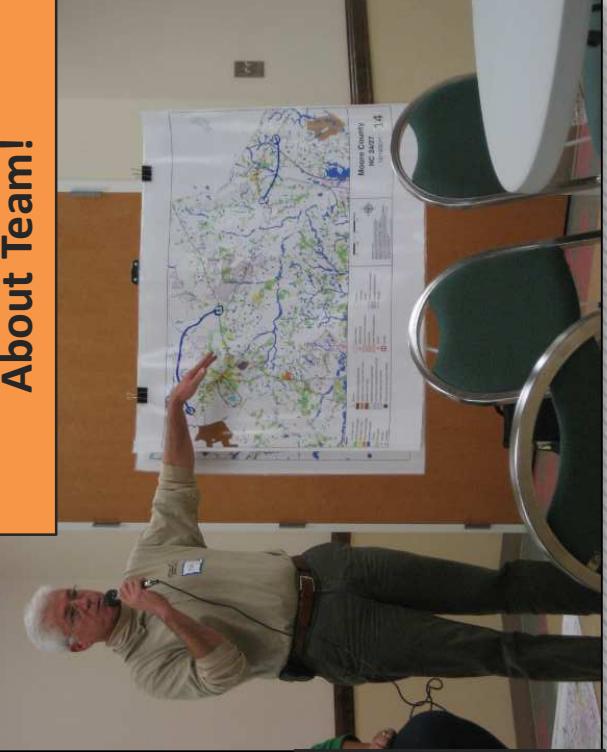
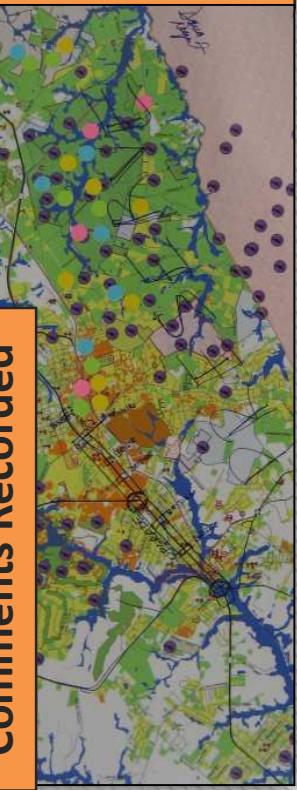


Table Leaders Discussed Decisions Made and Local Priorities

Solutions and Comments Recorded







Most of All, We Loved Serving the People in Our State!
This Picture Represents the Staff at the November 1st Aberdeen Meeting. There were many more staff members that also volunteered to serve during the week. Go Team!

The Report

The Document – Seven sections

1. Executive Summary
2. Introduction
3. Census Data, Demographics, and Charette Participation
4. The Strings and Ribbons Exercise
5. Data Collection and Charette Results
6. Charette Maps
7. Conclusions

Available On-line Only

<http://www.ncdot.gov/projects/moorechoices.com>

The Appendices – Reference Material

Appendix A-H

The Databases

Charette Solutions Mapping Database
Moore County November 2011 Public Comment Database

Moore County CTP
Public Involvement Initiative

Moore County
November 2011 Charette Report



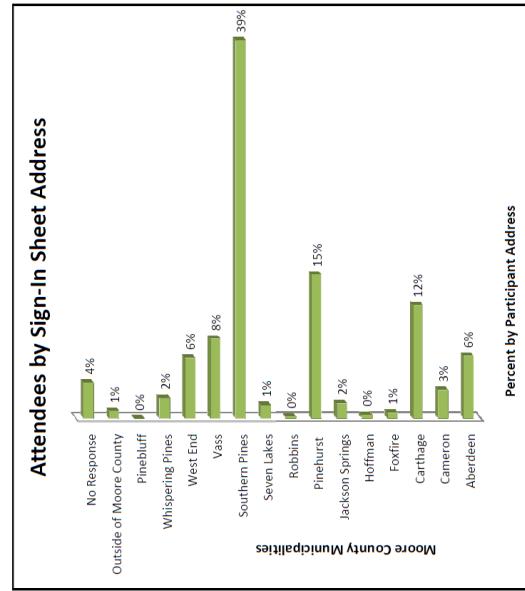
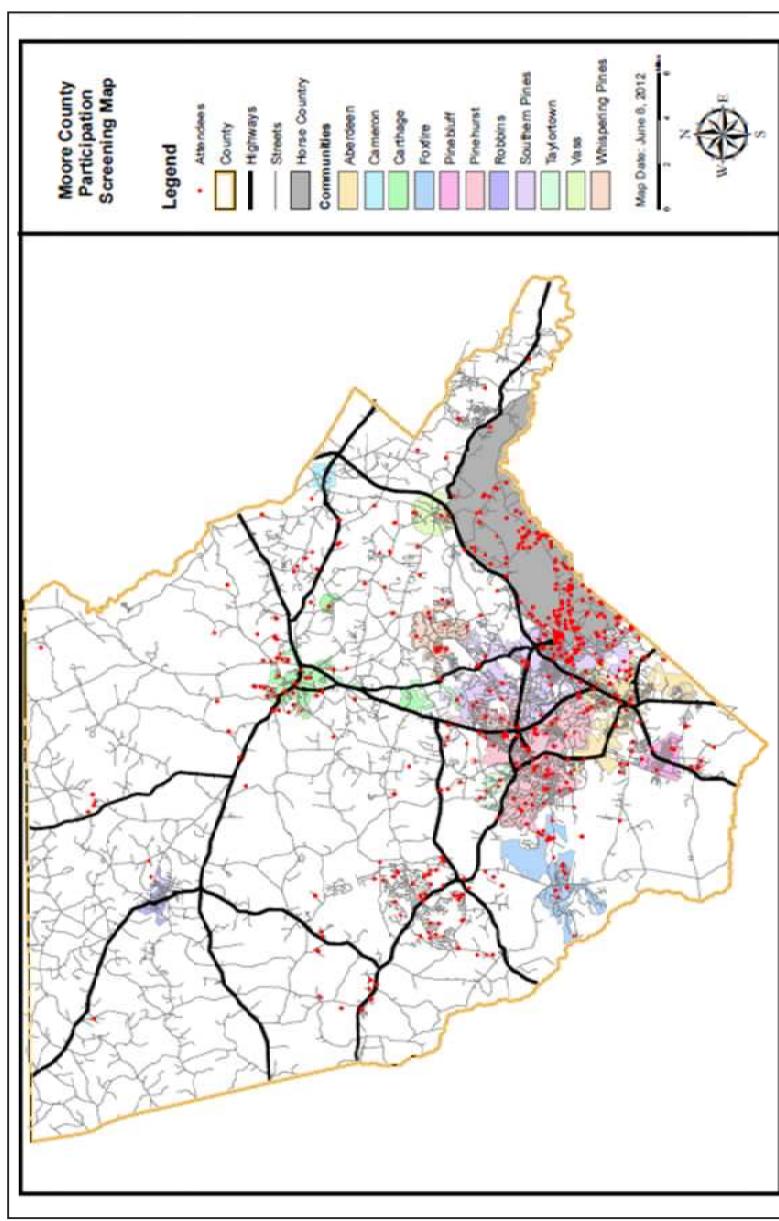
NC DOT TPB
TRANSPORTATION PLANNING BRANCH

October 2012



Data Collection and Resulting Databases: First Demographic Assessment of Public Involvement Participants **From the Sign In Sheets**

Who Came and Who Was Under Represented?

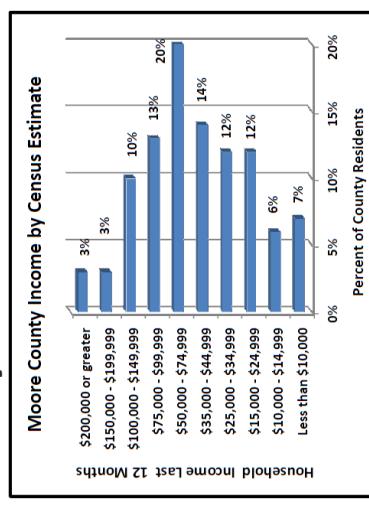


From Voluntary Standard PI Forms: Income, Race, and Ethnicity.

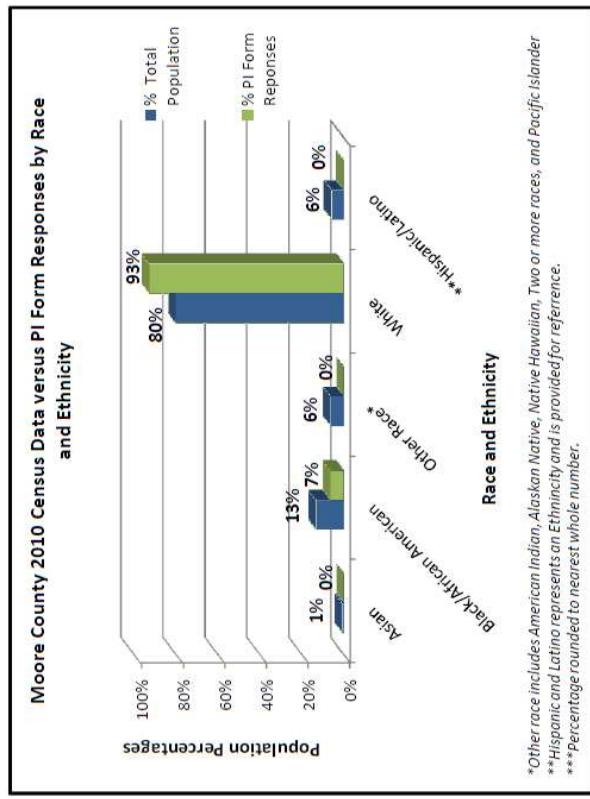
Comparison Between County Demographic Profiles and Participants

Income

County

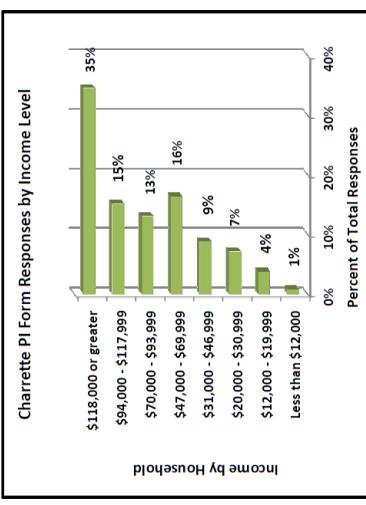


Race and Ethnicity



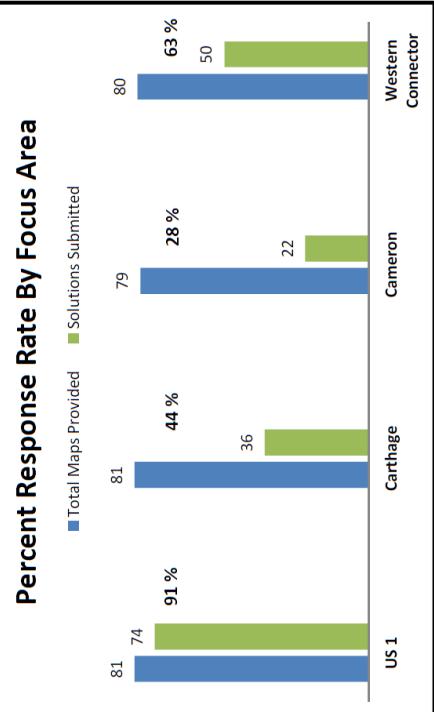
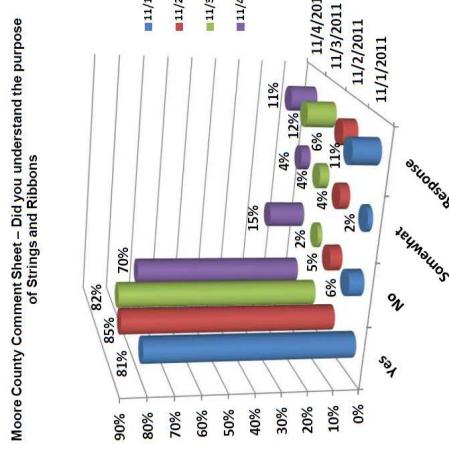
Was a Small Sample Size Skewed by a Majority Participant?

Participants

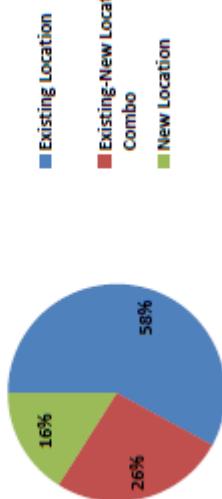


From Questionnaires, Surveys and Recommendations.

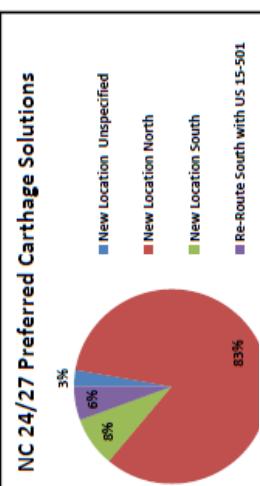
Did you Understand the Exercise?



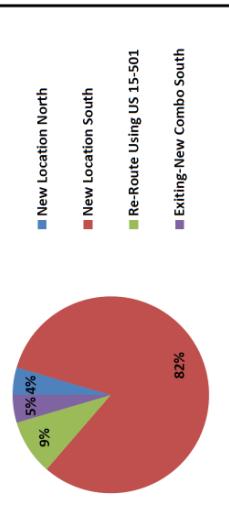
Western Connector and West End Preferred Solutions



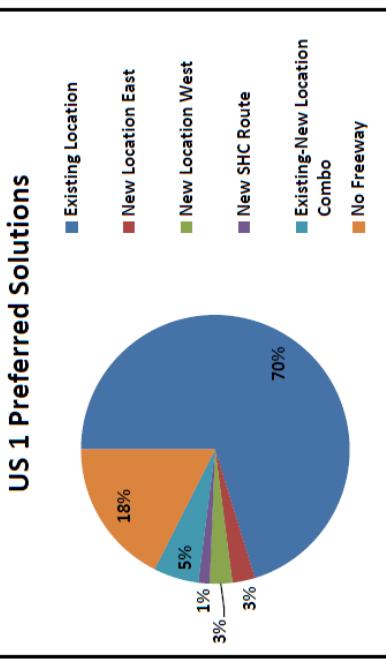
Response Rate By Map



NC 24/27 Preferred Cameron Solutions



Locally Preferred Alternatives



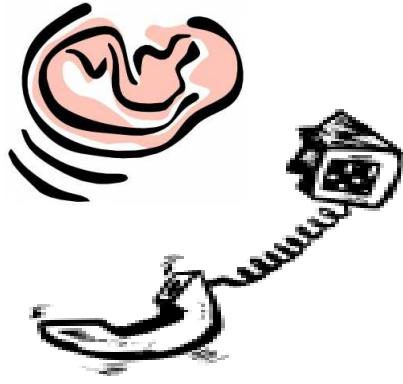
Data Collection and Resulting Databases:

Participant Recommended Solutions Database

Transportation Priorities Database

- What to protect
- What to improve
- Comment Database
- How Can We Make It Better?
- Send NCDOT a Message

No Problem
Communicating!
We Posted Every
Comment.



Moore County Charrettes

1. Delegated Event Planning Tasks

- Facilities Used: Senior Center, Parks and Recreation Building, Public Works Building
- Scheduling of Meeting Times
- Public Notice Was Shared Task: Local Radio, Flyers, Local Cable, Post Office

Outcome: **Some Facilities were too small for the crowd.**

Locations may not have made everyone feel comfortable.

Accessibility – parking and transportation challenged

Public Notice was not adequate to reach special populations.

20/20 – Balance The Playing Field

- Need To Visit Facilities And Check For Potential Problems – Retain Oversight
- Is Plan Operationally Feasible? - Retain Oversight Over Meeting Times
- Ensure Facility Environment Is Comfortable For Everyone to Attend
- Piggy-back Community Events.

If you are a recipient or sub-recipient of Federal funds, you are responsible for compliance!

Moore County Charettes

2. **Audience:** Deficit in Diversity from Participating Populations
 - Medium and Low Income
 - Minorities and Ethnicities
 - Spanish Speaking Resources (LEP) were provided (were under utilized)

Outcome: **Detailed Assessment of Participants**
Additional Meetings that Targeted Deficits (Time and Expense)

20/20 – Balance Representation of the Study Area

Know your audience!

- Who am I trying to reach?
- What target populations are within close proximity?
- If so, have you made any additional efforts to engage the community?
- How can I frame my message to engage THIS audience?
- Is there more than one audience? More than one Target Population?
- Can I present the same message in the same way to each audience?
- Can I reach them through the same medium? (**Hint – The answer is NO!**)
- Is there local opposition or concern? **Be Prepared, Know Ahead!**

Did you identify
NEEDS where most
critical?

Moore County Charrettes

3. Title VI Public Involvement Preparation

- Followed Procedures and Guidelines
- Used Many Venues for Public Notification
- Had Spanish Translators Available

Outcome: New Procedures and Guidelines

Several key minority communities were not aware of the meeting.
Some residents felt left out – Followed up with additional meeting.
Not sufficient consideration of media diversity.

20/20 – To Balance Local and State Priorities

Requires Consensus on Needs

- Due diligence calls for Title VI preparation prior to a public involvement event.
- Perform demographic screening for key indicators of Title VI populations.
- Know where minority and low income communities are in the study area and in proximity to your event.
- Conduct outreach for target communities prior to the meeting.
- Utilize single point resources for help– churches, organizations, schools, etc.
- Document the process, steps, outcomes, follow up. Then, document some more!

Objectives of Environmental Justice

- To provide specific opportunities for citizens and citizen-based organizations to discuss their views and provide input on the subject areas addressed in plans, projects or policies.
- To ensure full and fair participation by all potentially affected communities in the transportation decision-making process.
- To inform and educate citizens and other interested parties about ongoing planning activities, and their potential role in those activities.

Title VI In Public Involvement Initiatives

Sharon Lipscomb, External Civil Rights Manager

January 7, 2014

Environmental Justice

The **fair treatment and meaningful involvement** **of all people** regardless of race, color, national origin, or income with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies

- *Environmental Protection Agency (EPA)*

Environmental Justice

Further defined as:

“...the fair treatment of all people in terms of the distribution of benefits and costs arising from transportation projects, programs, and policies.”

Environmental Justice Populations

Any readily identifiable group of low-income
<http://aspe.hhs.gov/poverty/poverty.shtml>
or minority persons who live in geographic proximity, and, if circumstances warrant, geographically dispersed/transient persons who will be similarly affected by a proposed program, policy, or activity.

Relevant Groups for Title VI Analysis

- **Low-income**
- Federal Assistant Recipients
- **Minorities**
- Elderly
- Low-literacy/English Proficiency
- Disabled Populations
- Zero Car Households

Environmental Justice Assessments

- **Required**
 - Low-income & minority populations
 - Low-income population only
 - Minority population only
- **Not Required**
 - No minority or low-income populations

Environmental Justice Populations

- US Census Bureau
 - Decennial Census of Population (Census)
 - American Community Survey (ACS)
 - Census tract, Census block, or block group levels
- Geographic Information System (GIS) or other mapping software
- Other sources (local planning departments, MPOs/COGs, RPOs)
- Talk to residents or community organizations

Objectives of Public Involvement

- To make better transportation decisions that meet the needs of all people. Enhance the public-involvement process, strengthen community-based partnerships, and provide minority and low-income populations with opportunities to learn about and improve the quality and usefulness of transportation in their lives.
- To provide the citizens and citizen-based organizations with information and to include traditionally under-served populations in the transportation decision making process.

Objectives of Public Involvement

- Minimize and/or mitigate unavoidable impacts by identifying concerns early in the planning phase and providing offsetting initiatives and enhancement measures to benefit affected communities and neighborhoods.

Public Outreach Techniques

- Public Relations
- Special Events
- Surveys
- Charettes
- Workshops & Seminars
- Public Hearings
- Meetings
- Direct Marketing & Education
- Websites
- Social Media
 - Facebook
 - Email
 - Twitter
 - Instagram

Successful Public Meetings

- You are required to:
 - Hold public meetings at convenient and accessible locations and times;
 - Employ visualization techniques to describe plans; and
 - Make public information available in electronic format and means such as World Wide Web.

Limited English Proficiency (LEP)

Safe Harbor

- For 5% or 1000 (whichever is less) of population to be served, translate vital documents for each eligible LEP language group
- When 5% of the population yields fewer than 50 persons, NCDOT advertise access to competent oral interpretation of all requested documents free of cost to the LEP person or group.

What are Vital Documents?

- Vital documents include, but are not limited to:
 - Advertised Notices in Newspapers
 - Press Releases
 - Newsletters and Direct Mailings
 - Public Meeting and Hearing Handouts
 - Surveys and Comment Forms
 - Flyers
 - Web sites
- *Any document used to inform and/or gather input from the public in the planning process.*

Safeguarding Title VI and EJ

- How were EJ populations identified?
- What methodology was used to determine EJ populations?
- Was it clear how disproportionately high and adverse effects were determined?
- Were avoidance, minimization, and mitigation measures identified?
- Were burdens and benefits adequately assessed?

Safeguarding Title VI and EJ

- **Circular 4702.1B (Title VI)**
 - <http://www.fta.dot.gov/civilrights/12328.html>
- **Circular 4703.1 (EJ)**
 - http://www.fta.dot.gov/civilrights/12347_14823.html
- **Document, Document, Document**

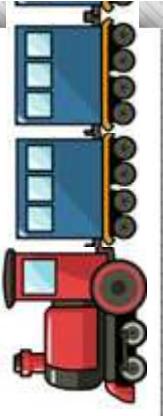
20/20 – Presentation Take Always

1. Identify the problem you are trying to solve.
2. Determine the purpose of the PIP.
3. Be Strategic, determine a goal and desired outcomes.
4. Make sure you have a true representation of the study area.
5. Safeguard Title VI and EJ Compliance.
6. Assess outcomes and challenges.
7. Follow Up on Deficits
8. How Can You Improve
9. Don't be shy about going to the next level.

Public Engagement Tool Kit

Project Engineer: Julie Hunkins, PE
Technical Services Staff Engineer

- 1. What is the Public Engagement Tool Kit**
- 2. Benefits Provided by the Tool Kit**
- 3. Information Included About Each Technique**



Key Messages for Public Engagement Toolkit

The screenshot shows a web browser displaying the 'Public Engagement Toolkit' page. The header includes the NCDOT logo and navigation links: Home, Help, Team Sites, Site Map, Local Governments, Resources, Projects, Search, Toolkit (which is highlighted in red), High Profile Projects, Bicycle & Pedestrian, Planning, Construction, Roadway Design, Work Zone, Contracts, and Toolkit. A sub-navigation bar below the main menu includes: Projects, Toolkit, Read More →, Public Engagement Techniques, Read More →, Public Engagement Resources, Read More →, and Public Engagement Glossary.

Public Engagement Toolkit
Practical information for project managers looking for ways to better engage the public in the planning process

Welcome to the North Carolina Department of Transportation's Public Engagement Toolkit. This toolkit provides practical information for project managers looking for ways to better engage the public as part of a plan, project or study process.

Public Engagement Techniques
Searchable list of public engagement techniques with detailed descriptions
Read More →

Public Engagement Resources
Constantly expanding library of public engagement related resources. These may be websites, articles, manuals, case studies, and more
Read More →

Public Engagement Glossary

What is the **Public Engagement Toolkit?**

On-line tool that provides practical information to help transportation professionals better engage the public as part of our planning, project development or study process

- Technique descriptions
- Search and filter functions for techniques
- How-to's and how others have used techniques
- Sample documents
- Overall and cost-effectiveness user ratings
- Resource descriptions and links
- Forum for user discussions related to public engagement

When You Log in....

- Public Engagement Techniques
- Public Engagement Resources
- Public Engagement Glossary

If you choose Public Engagement Techniques, It looks something like this....

Set filters:

Categories, or

Goals: Collaborate, Consult, Empower, Inform, Involve.....

Duration: 0-3 months

>12 Months

3-12 Months

Project Scale: Corridor, Local/Sub-regional, Multistate, Regional, Statewide

The screenshot shows a web-based application for managing public engagement techniques. At the top, there's a navigation bar with links for 'Home', 'Log In', 'Help', and 'Logout'. Below the navigation is a search bar with placeholder text 'Search for a technique' and a 'Go' button.

The main content area has a title 'Public Engagement Techniques' and a subtitle 'Searchable list of public engagement techniques with detailed descriptions'. There are two tabs: 'Narrow by Category' (selected) and 'Narrow by Category' (disabled). A 'Filter the techniques' section contains a checkbox labeled 'Use the button to narrow the available techniques.' Below this are several filter boxes: 'Public Information Materials' (checkbox checked), 'Media strategies' (checkbox checked), 'Motorist messages' (checkbox checked), 'Telephone techniques' (checkbox checked), 'Youth education' (checkbox checked), 'In-person information delivery' (checkbox checked), 'Television techniques' (checkbox checked), 'Public consultation' (checkbox checked), 'Partnerships' (checkbox checked), 'Committees and Task Forces' (checkbox checked), 'Large meetings' (checkbox checked), 'Smaller meetings' (checkbox checked), 'Conflict resolution' (checkbox checked), 'Visualization' (checkbox checked), 'Interactive analysis tools' (checkbox checked), and 'GIS tools' (checkbox checked).

A 'Quick find' input field is located below the filters. To the right of the filters is a legend titled 'See IAP2's Spectrum of Public Participation for definitions of these goals.' The legend includes the following items with their respective star ratings and descriptions:

| Technique | Overall Rating | Cost Effectiveness Rating |
|----------------------|----------------|---------------------------|
| 1 New Test Technique | ☆☆☆☆ | ☆☆☆☆ |
| 2 - Test Technique | ☆☆☆☆ | ☆☆☆☆ |
| 3D Visualization | ☆☆☆☆ | ☆☆☆☆ |
| Activity Books | ☆☆☆☆ | ☆☆☆☆ |
| Advertisements | ☆☆☆☆ | ☆☆☆☆ |
| Audiocasts/Podcasts | ☆☆☆☆ | ☆☆☆☆ |
| Auto Attendant | ☆☆☆☆ | ☆☆☆☆ |
| Badges and Buttons | ☆☆☆☆ | ☆☆☆☆ |
| Billboards | ☆☆☆☆ | ☆☆☆☆ |
| Blogs | ☆☆☆☆ | ☆☆☆☆ |
| Brainstorming | ☆☆☆☆ | ☆☆☆☆ |

At the bottom right of the legend is the text 'Search how others have used these techniques.'

The Toolkit is **NOT**:

- An actual technology, means, or method of engaging the public
- Regulatory or required
- A substitute for good judgment and common sense
- Static

Why would we want to use it?

- Helps narrow down techniques to ones that may be more applicable based on:
 - Goal(s) of public engagement
 - Duration of effort
 - Scale of plan, project or study
- May result in more meaningful input from a wider range of people
- Tips and lessons learned for more effective use of techniques
- Sample documents as examples (time-saver)
- Learn what worked and what didn't work – and why

What can we do with it?

- Learn about and how to apply techniques
- Identify most suitable public engagement techniques for your plan, project or study
- Find resources about specific public engagement topics and techniques of interest to you
- See which techniques others are using that are working well and most cost effective
- Share your public engagement experience to inform the community of practice
- Participate in discussion forums

What is included about the Techniques?

- What is this technique?
- Why are they useful?
- Does it have special uses?
- Who participates, and how?
- How is it used with other techniques?
- What are the drawbacks?
- When is it used most effectively?
- How do agencies use the output?
- Who leads?
- What are the costs?
- What are the challenges?
- Further information and links
- Sample documents

Why was it created?

- To better inform transportation decision-making throughout the transportation life-cycle
- Interest in customer-focus orientation
 - To better understand community needs and values to deliver transportation that better serves the public
- To better engage underserved and underrepresented populations

How does the Toolkit work?

Basic (No Log-In Required)

- Access to Technique descriptions ratings
- Search and filter techniques
- See how others have used techniques

Registered User (Requires Log-In)

- Basic +
- Rate techniques
- Participate in User Forums
- Add techniques, resources, sample documents, etc.
- Share how you have used techniques

Who can use it?

- Anyone who has access to the internet
 - Basic: Read/search/filter only
 - Registered Users: Basic + added functionality
 - Send request via tool to become Registered User
- Targeted to transportation sector, but is applicable to others wanting to conduct more effective public engagement

Thank you For Participating and Stay in Touch!

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